

# Privacy Policy Scandinavian Mountains

Scandinavian Mountains takes your privacy seriously and acts in accordance with the General Data Protection Regulation (GDPR). We would like to inform you about our Privacy Policy which applies to your personal data.

## 1. Privacy Policy Scandinavian Mountains

Scandinavian Mountains is a trade name of Scandinavian Dreams (Chamber of Commerce number 04086932). Through our website we inform and inspire visitors about the trips to Scandinavia. When booking an accommodation in Scandinavia or filling in the form for more information, we process your personal data that we provide to Scandinavian Dreams, the handling company, and Skistar, the party that books the accommodation in Scandinavia. In some cases, this data is also shared with other organizations.

## 2. What is personal data?

In case you are in contact with us via Scandinavian Mountains, we collect your personal data – information that tells us something about you or that can be associated with you. This may include your name, e-mail address or telephone number, but also the IP address of your computer, tablet or smartphone.

## 3. How we handle your data

Because the protection of personal data is of great importance, we treat this privacy-sensitive information with care and ensure that it is properly secured. We comply with the requirements of privacy legislation, which means:

- we clearly state the **purposes** for which we process personal data;
- limit the collection of these data to only the data that we need for **the purpose** for which they are used;
- when making a booking or requesting information, it is **necessary** for us to share your data with Scandinavian Dreams and / or Skistar for the provision of this service;
- we will **not pass on your data to third parties**, unless this is necessary for the performance of the requested service or when we are **legally obliged** to do so;
- in the event that we share your personal data with other organizations, we will make clear arrangements that **clearly indicated** that your data will not be used for other purposes;
- we only store your data for as long as it is **necessary** for the purpose for which it was obtained;
- you have the right to request, change or delete your data at all times.

## 4. Use of your personal data

If you visit our website, we will also collect your browsing data, which we call cookies. If you book a trip to Scandinavia via our website, we will also collect your personal data which we share with Scandinavian Dreams and Skistar.

If you visit our website, we will process:

- First and last name
- E-mail address
- phone number
- Information that you entered during the booking process
- technical measurement data from your computer, tablet or smartphone;
  - this may be: IP address, MAC address, cookies and your surfing behavior

If you visit our website, we only process:

- technische meetgegevens van uw computer, tablet of smartphone;
- this can be: IP address, MAC address, cookies and your surfing behavior

We use cookies to collect and combine your personal data. This is also referred to as 'profiling' and we do this in order to be able to send you interesting and relevant information in the most specific way possible.

#### 5. For this purpose, we collect your data

- prepare your **booking** and forward it to Scandinavian Dreams and Skistar;
- to communicate with you.
- **monitoring statistics**, including the performance of a particular trip (interest and bookings), – website visits and social media usage.
- for marketing purposes; we may use your information to send **newsletters, offers or advertisements**. In order to know what is relevant to you, we use automatic tools to analyse your personal information. We do this, for example, when you visit our website or social media or when you open a newsletter.
- We may use your personal data to provide you with relevant and interesting information on **social media or websites**. In other words, we use these results of our analysis to tailor our marketing activities to your **interests and preferences**. We do this through, among other things, Facebook's Custom Audience-program, allowing us to display personalized ads when you use Facebook. In addition, we may also use other social media platforms.

#### 6. Provision to third parties

When booking a trip to Scandinavia, we provide your personal data to third parties; in this case Scandinavian Dreams and Skistar (if you want to book multiple services, we will also provide this information to the relevant parties). For example, we use a mailing system that forwards your booking to Scandinavian Dreams and Skistar. When providing your data to third parties, we ensure by means of an agreement that your data will not be used for other purposes. It also states that your data will be deleted as soon as it is no longer needed. If necessary, we are obliged to share your data with the government.

To send out newsletters and advertisements, we share information with companies that help us with this. In this case, we only share the personal data required for this purpose.

#### 7. Viewing, modifying or deleting your personal data

If you want to know what data we have processed about you, you can request it. This is also possible if you want to change or remove your data. In that case you have to submit a written request. You can contact us about this privacy statement using the contact details below:

- Scandinavian Mountains
- E-mail address: [info@scandinavianmountains.nl](mailto:info@scandinavianmountains.nl)
- Phone number: 0031 411 230 000

If you have given us permission to process your personal data, then we would like to point-out that this consent can be revoked at all times. You can do this by sending an e-mail to the above mentioned e-mail address. In case you have questions or a complaint, you can of course also contact us. If, despite this, you do not succeed in finding a solution with us, you have the right to submit a complaint to the privacy supervisor.